

Geberit optimises its contractor offering with launch of new ceramics collection

Geberit has extended and strengthened its offering to contractors as it makes significant changes to its product portfolio.

The new Geberit Select Collection will be on display across merchant showrooms from October 2020. Twyford Option and Alcona ranges will remain available over the trade counter.

In addition to these changes, Twyford's popular E100 and E200 ranges will be rebranded as Geberit Selnova, part of the new Geberit Select Collection. With 11 ranges, the new collection embodies the very essence of Geberit and will open up a wider choice of affordable and on-trend installation possibilities usually associated with a more premium bathroom offer - including space-saving concealed cisterns, wall-hung technology, furniture and Geberit AquaClean shower toilets.

The announcement marks the start of an exciting new chapter for Geberit in the UK and will see it focus its eco-basic Twyford offering in the commercial sector. Geberit will continue to innovate and invest in the Twyford portfolio through the introduction of new basins and WCs, as well as a new wall-hung offer in the Alcona range.

Mark Larden, Managing Director of Geberit, said: "Everything is changing at Geberit. Whether you're new to the Geberit brand or an existing partner, we're continuing to optimise and evolve our products and services.

"From schools and universities, to affordable housing and healthcare, the construction industry is evolving. These changes to our product portfolio will help our customers ensure they are ready for the changes ahead.

"With all of this said, in many ways, nothing is changing. We'll continue to build our Twyford brand across the commercial sector and remain dedicated to supporting our customers with the same great product design, quality and availability they have come to expect from us.

“Our 150 years of innovation, Know-How and continual investment in both our Geberit and Twyford brands ensures we remain at the forefront of technology in the bathroom space, both behind the wall and in-front of it.”

Mark added: “By raising brand awareness, and driving product demand, we’ll also continue to increase sales for our customers – whilst maintaining our position as a European leader in the field of sanitary products.”

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